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Spotlight

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TO FAS MARKET DEVELOPMENT COOPERATORS AND AGRICULTURAL ATTACHES

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PROGRAM ACTIVITIES DISCUSSED AT FAS-COOPERATOR LUNCHEON

Twenty-eight representatives of 17 cooperator organizations attended an FAS-Cooperator Luncheon Meeting in Washington, July 27.

FAS Administrator Ray Ioanes reported on developments in the Common Market and the market development program.

Three cooperator representatives were asked to report on plans in their organizations.

Lee Campbell, Institute of American Poultry Industries, told how IAPI is developing an industry plan to improve the quality standards of poultry exports. Two emblems, equivalent to U.S. Grades A and B, are being offered to the trade. Users of the emblems must agree to certain conditions. The poultry will be inspected by C&MS, and the users will be billed on the basis of the amount of poultry and poultry products they export each month. A Buyers Guide for distribution by exporters and U.S. poultry representatives overseas will list the specifications of U.S. poultry and advantages of buying under the emblem plan.

Read Dunn, Cotton Council International, outlined the world plan of the



Secretary Freeman with John Sutherland (left), Executive Vice-President, American Seed Trade Association, and Elmer Hallowell (right), the newly appointed Agricultural Attache to Japan. They are discussing the up-coming seed trade show in Japan and prospects for trade with that country. In the foreground is a sack of Kentucky Bluegrass, one of the leading seed exports.

cotton industry to step up cotton promotion. Nine cotton exporting countries, accounting for 75 percent of exports, have indicated their intention to contribute \$1 per bale for the program. The negotiations are being conducted on a country basis and industry

participation in this program will be on an advisory basis.

Bob Minor, Tobacco Associates, reported that the tobacco program is now in operation again on a limited basis after a period of reappraisal following the Surgeon General's report in 1964. The tobacco cooperators are continuing to finance the major share of program costs.

Dave Hume, Assistant Administrator for Export Programs, told of a study being made in FAS to find means of streamlining procedures in the market development program. He asked cooperators to send him their suggestions. An FAS committee report is being prepared on this subject.

Art Minor, Assistant Administrator for Management, said that FAS is working on a plan for centralized processing of cooperator vouchers for market development activities. A total of 926 such vouchers were processed at embassies from June through December 1964. This was an average of 154 vouchers a month. These vouchers had an average of 30 supporting papers. One central office, it is believed, could handle this workload more effectively.

A. J. Rehling, Trade Projects Division, reported that the marketing plans recently submitted showed considerable improvement over the past year. Some however, were still unacceptable. Converting activities into budget and staff requirements is a place where greater emphasis is needed. More detailed description of project activities is necessary.

Jim Howard, Director, Trade Projects Division, reported on a seminar he attended June 7-9 on "Guidelines for the Development of the Annual Marketing Plan", held by the American Man-

agement Association in New York City. Two ideas came out of the seminar for possible consideration in the market development program: (1) The "Corporate Plan" idea, whereby the person in the field responsible for making the plan is first supplied with the pertinent background information and overall corporate strategy and goals; and (2) Review of marketing plans in the field by representatives of the field staff and the headquarters office.

The cooperator organizations represented at the meeting were: the Cotton Council International, Institute of American Poultry Industries, Dairy Society International, Soybean Council of America, National Canners Association, Western Wheat Associates, U.S. Feed Grains Council, American Seed Trade Association, National Dry Bean Council, Millers' National Federation, Great Plains Wheat, Rice Council for Market Development, American Meat Institute, Western States Meat Packers Association, Leaf Tobacco Exporters Association, Burley and Dark Leaf Tobacco Export Association and Tobacco Associates.

GERMAN INFORMATION TEAM VISITS AMERICAN AGRICULTURE

A five-man team of West German journalists, radio and TV representatives was conducted on a 18-day tour of American agriculture last month as a means of helping inform the German people about U.S. agricultural policies and products. The transportation was provided under an FAS market development project. The team members and hosts along the route provided the balance of the project costs.



The German information team at the Hickory Hill Ranch, Navasota, Texas. Kneeling, left to right, Sam Zitzenberg (their host at the Ranch), Berk Beukenkamp (the U.S. tour conductor), and Manfred von Juterczenka.

Standing, Dr. Antonius John, Gerhard Hoepfner, the unidentified Ranch cattleman, Karl Groesch, Dr. Dieter Ramm (the interpreter), and Wolfgang Willmann.

After visits with Secretary Freeman and other Department of Agriculture officials, the team toured the Beltsville Agricultural Experiment Station. They then moved out in the country to visit with a county agent in Virginia and to see some of the family farms in that area. A stop was made at a poultry cooperative where they saw samples of the products being exported to European markets.

The Germans next visited the Houston, Texas port facilities and spent two days seeing and living the life of a Texas cattle rancher. Then, on to Chicago, where they visited the Board of Trade and other points of agricultural interest in that city.

In Des Moines, they talked with agricultural journalists and radio and TV farm directors, and then went out on a tour of Iowa farms including a

visit to the German-American farm community in Amana.

In Los Angeles, they visited citrus groves and packing plants, and then journeyed through the San Joaquin Valley to Monterey and Fresno, and on to San Francisco with stops at fruit canning and packing plants, vineyards and other points of agricultural interest in the area.

Numerous broadcasts and articles on American agriculture have already appeared in West Germany as a result of the visit and others are expected to follow. One of the highlights was an interview with Secretary Freeman broadcast on all German radio.

The members of the team were: Dr. Antonius John, correspondent for "Handelsblatt," one of the key newspapers in Bonn; Manfred von Juter-

czenka, Chief of German Federal "Duetschlandfunk" radio agricultural programs; Karl Groesch, Chief of Radio and TV for Agricultural Programs in Rheinland-Pfalz and Chairman of Agricultural Program Directors of West Germany and Berlin; Gerhard Hoepfner, member of the editorial staff of "Die Welt" in Hamburg, one of the prominent newspapers in Germany; and Wolfgang Willmann, Head of the Agricultural Section at Radio Stuttgart.

Dr. Dieter Ramm, local assistant at the U.S. Office of Agricultural Attache in Bonn, accompanied the team and served as a translator for the group. R. L. Beukenkamp, Assistant to the Assistant Administrator for Export Programs, was the representative for FAS/Washington traveling with the group.

SEED EXHIBIT AND SEMINAR SCHEDULED FOR JAPAN

The first FAS U.S. Seed Exhibit and Seminar in the Far East opens August 16, 1965, in the U.S. Trade Center in Tokyo, Japan.

The event, planned to boost U.S. exports of all types of seeds to Japan, is being co-sponsored by the American Seed Trade Association, and will run for 10 days, closing August 27.

Thirteen U.S. seed companies, some with Japanese agents, will exhibit their products at the show.

The companies are exhibiting a wide variety of seeds for grasses, legumes, flowers, vegetables, corn sorghums, and cereals.

The nine-man U.S. Seminar delegation will be headed by Alfred L.

Edwards, Deputy Assistant Secretary of Agriculture for Rural Development and Conservation, who will be one of the seminar speakers.

The other speakers are: William R. Herron, President of the Stanford Seed Co. of Philadelphia and President of the American Seed Trade Association; H. W. Walcott, President of the H. W. Walcott Co.; J. R. Cowan, Head Agronomy Department, Oregon State University; H. R. Wortmann, Assistant Director of the Pennsylvania Agricultural Experiment Station; Fred Rohnert, President Waldo Rohnert Co.; J. R. Huey, President, Moore Seed Co.; and President of the American Seed Research Foundation; Carter D. Holton, W. Atlee Burpee Co.; and Stanley F. Rollin, Chief, Seed Branch, Grain Division, Consumer and Marketing Service, U.S. Department of Agriculture.

The Seminar members will speak on development, production, and utilization of U.S. seeds before seminar guests from every phase of the Japanese seed industry. More than 25,000 invitations have been issued.



Glenn Pogeler (left), President, Soybean Council of America, and Paul Ferree, recently assigned Agricultural Attache to Rabat, looking over a can of the new soy beverage powder to be tested in a cooperative program with AID and its voluntary agencies in 6 countries.

Japan is already one of the top world markets for U.S. agricultural seeds, especially forage and grass seeds. The Japanese Government has announced that it expects to double its present livestock production by 1971. To achieve this goal will require increased quantities of high-grade, commercial seeds for improving pastures.

A large delegation of commercial U.S. seedmen will attend the exhibit and seminar under a reduced-rate,

group-fare plan arranged by one of the U.S. airlines. Many of the delegates expect to visit commercial seed farms and seed research institutions during their stay in Japan.

POULTRY IN IRAQ

Possible new markets for American agriculture are being opened through Title IV of Public Law 480. A case in point is a recent long term credit sale of U.S. poultry to Iraq.

The American Embassy at Baghdad reports: "The response of consumers has been enthusiastic, and demand has far outstripped supply. Consumers know that the poultry is American, and their comments on the poultry is has been uniformly favorable. The demand has been so great that the Government Purchasing Board (GPB), which was originally uncertain about the poultry's salability, has indicated that it would like to buy the balance of 360 tons still unpurchased from the original 450 ton allocation under the PL 480, Title IV agreement."

Peter Pohl, Marketing Specialist of the Institute of American Poultry Industries, was in Iraq for the unloading of the first shipment, and what is hoped will be the beginning of an expanding cash market for U.S. poultry in that country.

RAISIN HIGHLIGHTS

These items of interest appeared in the July issue of the quarterly newsletter of the California Raisin Advisory Board.

*One hundred and twenty-eight thousand people sampled "California Raisin Bread" at London's Ideal Home Ex-

hibition in March. Thirty thousand visitors bought a loaf to take home. Five tons of raisins were used to bake this bread, which had a 72 percent raisin content—the highest fruit content of any loaf baked in the U.K.

*Raisins have found their way into the ubiquitous hamburger. The result, according to the California Raisin Bureau in Stockholm, is “Harlig” (delicious). Advertisements featuring the new combination are appearing in leading family magazines in Sweden.

*Special in-store point-of-sale material, prepared by the Danish California Raisin Bureau, achieved display space in 64 percent of shops in large cities throughout Denmark and 57 percent of shops in smaller towns and rural areas. The average “life” of the displays was about six weeks. The Danish Trade Advisory Committee consider the results to be far better than expected. It is estimated that 50 percent of Danish grocers sold more California raisins as the direct result of this promotion.

ARTICLES OF INTEREST

Doing Business in Latin America Today: What U.S. Managers Should Know, by Medardo Rodriguez, Management Review, July, 1965, American Management Association, American Management Association Building, 135 West 50th Street, New York, N.Y., 10020.

Although written for U.S. businessmen in Latin America, most of the principles of understanding offered by Mr. Rodriguez apply worldwide. The author has worked with the United

Nations, Alliance for Progress and Voice of America.

Can Industrial Product Publicity Be Measured?, by William M. Domin and Jack Freymuller, Journal of Marketing, Volume 29, July, 1965, 230 North Michigan Avenue, Chicago, Illinois, 60601.

The authors assess this question, and describe an approach to publicity measurement which offers quantitative data for comparison purposes.

Marketing in Nigeria, by Raymond W. Baker, Journal of Marketing, Volume 29, July, 1965, 230 North Michigan Avenue, Chicago, Illinois, 60601.

The author analyzes and describes the marketing patterns and techniques found in Nigeria, and outlines some of the changes that are taking place as the country develops.

MOBILE TRADE FAIRS

The June issue of “Via Port of New York,” the Port of New York Authority magazine, carried an article on the expansion and use of mobile trade fair exhibits in developing new business overseas. The article in part states:

Three New York mobile fair organizations with partial assistance from the Department of Commerce are scheduled to carry displays abroad this year: Mobile Trade Fairs, Inc., Global Presentations, Inc., and International Trailer Caravan.

Mobile Trade Fairs, Inc., successor to the Mobile Trade Fair Program inaugurated by the Isbrandtsen Company in 1960, now has two large exhibits on tour. A display of scientific laboratory apparatus recently sailed from New York carrying the products of 44

manufacturers. The exhibition fully containerized in specially designed 20-foot vans, will be on view in 30 cities from Madrid to Tokyo.

Another show, which left New York several months ago, featured automotive products. Mobile Trade Fairs has already handled 183 inquiries from Spain and 90 from Greece as a result of this display. Upon completion of its European tour, the exhibit will be carried by Farrell Lines to southern Africa and by Grace Line to South and Central America. These lines co-sponsor Mobile Trade Fairs, Inc. with American Export Isbrandtsen Lines.

Global Presentations, Inc. pioneered airborne trade fairs by converting a DC-7B aircraft into an exhibit plane. Global will carry its second Hartford (Connecticut) Chamber of Commerce trade promotion show to Western Europe in September. The firm's first international flying showcase was undertaken last fall when 15 Hartford companies visited 11 European cities.

The success of the airborne fair was evidenced by the results obtained by six companies abroad which were looking for direct product sales: \$150,000 in on-the-spot sales and more than \$1 million in orders for the following 12 months.

A third firm engaged in the overseas promotion of U.S. products through mobile trade fairs utilizes a caravan of highway trailers for display. International Trailers Caravan, as the firm is called, intends to carry its first exhibition over the roads of Western Europe this fall. The rolling exhibition is expected to be composed of five to ten 35 foot trailers, each dedicated to

the exhibits of one industry exclusively. Each trailer is designated to accommodate 13 exhibit units and will cover 20 cities during its 90-day tour.

This over-the-road exhibition will utilize the recently found Export Marketing Services of the American Express Company to handle travel and freight arrangements for the fair. American Express will also provide information on prospective buyers and representatives.

ATTACHE ASSIGNMENTS

Dick Roberts, Deputy Assistant Administrator for Export Programs, has been assigned as U.S. Agricultural Attache in Ottawa.

Rado Kinzhuber, who has just returned from Assistant Attache post in Rio de Janeiro, is to be the Attache in Lagos.

Howard Akers, Fats and Oils Division, is warming up for his new assignment as Attache in Nairobi.

REPORT FROM GREAT PLAINS

Oklahoma joined Great Plains Wheat, Inc. at the July board of directors meeting in the organization new offices in Kansas City, Kansas. The members of Great Plains are now Oklahoma, Kansas, Colorado, and North and South Dakota.

Andrew Brakke of Presho, South Dakota was reelected board chairman at the July meeting. Ralph Ball of Sterling, Kansas was elected vice chairman, and Howard Morton of Longmont, Colorado was elected secretary.

In conjunction with the move to Kansas City, five new staff members have been appointed. Gary L. Whiteley, former administrator of the Nebraska Wheat Commission, has been named administrative assistant. Joseph C. Raley, with 20 years experience in grain marketing, has been appointed

marketing specialist. Phil A. Berkebile, previously director of public relations and public affairs for the Kansas City Chamber of Commerce, has replaced Charles Burch as director of information. Assisting Berkebile is Jerry Musil, a Kansas City newspaper reporter. F. W. Wegley, formerly with the International Harvester Company, is the new accountant and office manager.

Gene Vickers of the Great Plains Washington, D.C. office, has been des-

ignated Director of Foreign Operations.

With the headquarters move, certain new reporting procedures have been initiated including a revised edition of the Great Plainsman as well as various marketing and technical bulletins.

Western Wheat Associates is holding a staff conference of its overseas and U.S. personnel August 16-19 at the Pick-Lee House, Washington, D.C.

Tobacco Associates, Inc. is now officed at Suite 912, 1101 17th Street, Washington, D.C. 20036 (Phone 659-1160) and the Burley and Dark Leaf Tobacco Export Association, Inc. is now at Suite 204, 1726 M Street, N.W., Washington, D.C. 20036 (Phone 296-6820).
